

Delegated Report		Analysis sheet		Expiry Date:		01/04/2014	
		N/A / attached		Consultation Expiry Date:		06/03/2014	
Officer				Application Number(s)			
Victoria Pound				2014/0932/L			
Application Address				Drawing Numbers			
Rose Cottage Vale of Health London NW3 1AX				See decision letter.			
PO 3/4	Area Team Signature	C&UD	Authorised Officer Signature				
Proposal(s)							
Installation of a commemorative plaque to front elevation.							
Recommendation(s):		Grant listed building consent.					
Application Type:		Listed Building Consent					
Conditions or Reasons for Refusal:		Refer to Draft Decision Notice					
Informatives:							
Consultations							
Adjoining Occupiers:		No. notified	00	No. of responses	00	No. of objections	00
				No. electronic	00		
Summary of consultation responses:		Press and site notices displayed – no responses received.					
CAAC/Local groups* comments: *Please Specify		N/a – LBC only.					

Site Description

Grade II listed building, formerly 2 cottages, now one dwelling, dating from the early C19. Weatherboarded with a pantiled roof over 2 storeys. The building's main entrance is on the east side.

HISTORICAL NOTE: Hunt Cottage was the early home (1870-3) of Alfred and Harold Harmsworth, newspaper tycoons.

Relevant History

Vale Cottage, Vale of Health: 2013/7982/L LBC granted 31/01/2014 for *Installation of commemorative plaque on the front elevation of the house.*

Relevant policies

LDF Core Strategy and Development Policies

CS14 Promoting high quality places and conserving our heritage
DP25 Conserving Camden's heritage

Assessment

It is proposed to erect a commemorative plaque to Alfred Harmsworth, newspaper founder and editor, who lived at the property for a time in the 1870s. The plaque is proposed by the Heath & Hampstead Society, who have displayed a number of other plaques of the same type in the Hampstead area.

The plaque measures 650mm x 330mm, and is made from sheet aluminium, with raised lettering and an enamel finish in black and ivory. It will be located on the east elevation at a height of c. 2.5m, on a blank rendered wall. It will be screw fixed into the facade.

The proposed plaque is considered to reinforce local distinctiveness and highlight the area's rich history. The scale, position, appearance and method of fixing of the plaque is not considered to harm the building's fabric, appearance or special architectural and historic interest.

Local and national policy considerations are met and the application is therefore recommended for approval.